



LOVE TAPE KIT

Conceived
by WENDY CLARKE

An Interactive
National Public Television Art Event
on Valentine's Day Feb 14, 1982

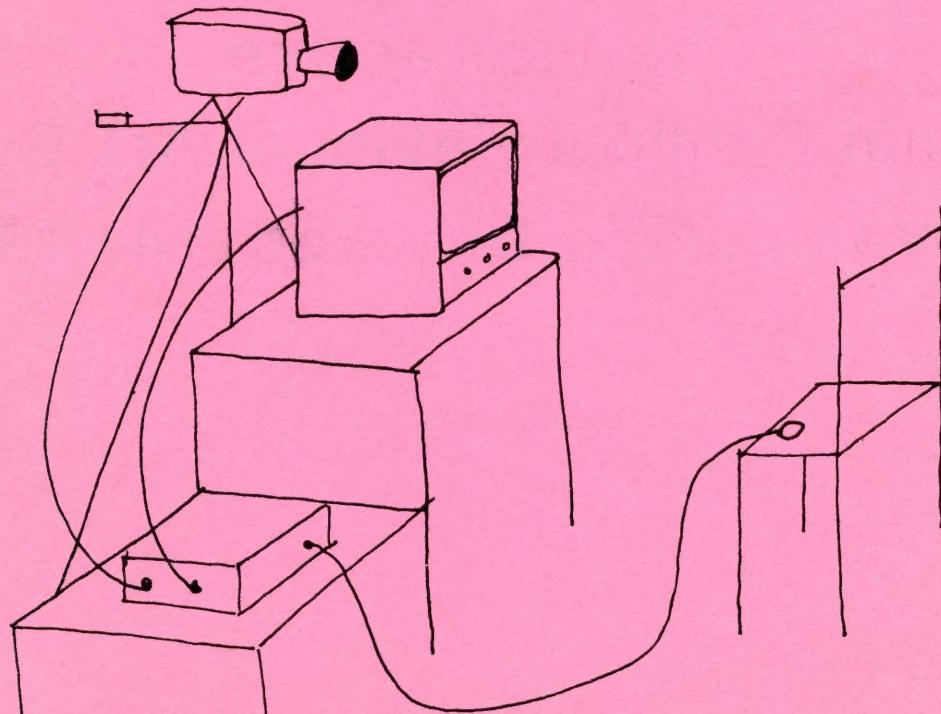
DESCRIPTION OF EVENT:

- After LOVE TAPES is previewed on PBS closed-circuit, local stations which have recorded the preview feed may invite local viewers to make Love Tapes of their own at the station itself, or at another local cultural institution or mobile unit.
- Make Love Tapes with your viewers. (SEE COPYRIGHT INFORMATION ON BACK PAGE.)
- Show the Love Tapes you have made as a special sign-off on Valentine's Day.
- Or -- When LOVE TAPES airs on your station, invite viewers to make their own Love Tapes to be seen later on your station.
- Or -- Develop your own program idea for local Love Tapes.

Having made LOVE TAPES with all kinds of people in all kinds of places for the past 5 years I have found it essential that the process I have designed be followed. To insure that the participants make the best tapes possible and have a positive experience please follow the instructions below exactly.

THE PROCESS:

1. Participant must see LOVE TAPES that were made by others.
2. You should have a selection of about 20 or more selections of music for each person to chose from; classical, jazz, popular, etc. Each piece of music should be edited to 3 min. long. Make a list of all the music and show it to each person so they can made their choice.
3. HOW TO SET UP THE ROOM AND PARTICIPANT.
 - . The tape must be made in total private in a pleasant room with gentle lighting.
 - . The participant must be told that he/she has the right to erase his/her tape before signing the release form.



- . The participant is seated directly in front of the monitor and the camera is set up right behind the monitor, all in a straight line. (see diagram)
- . Adjust the image on the monitor so it is in the correct position for the participant's height.
- . Attach the microphone to the lapel area of the participant.

- Demonstrate to the participant that when they are looking at themselves on the monitor it looks as if they are looking down and when they are looking at the lens of the camera it looks as if they are looking out to the world.
ANYWHERE THEY LOOK IS FINE.
- Now explain to them the process of making the tape:
"I will start with the camera faded out and I will slowly fade up your image. Then I will leave the room and turn on the music. You start talking when the music starts and stop when the music is over. That's how the tape is timed -- 3 min. When the music stops I will come back into the room and fade out your image, so just stay in the chair till I fade out your image."

THE QUESTION: TALK OUT OF YOUR OWN EXPERIENCE
HOW YOU PERSONALLY FEEL ABOUT LOVE.
ANYTHING YOU SAY IS FINE.

4. Now make tape.

- Turn on equipment.
- Fade up image.
- Leave room.
- Turn on music and shut door.
- Wait 3 min. till music is over.
- Come back into room and fade out image.
- Stop equipment.

5. Playback the tape made so that the participant can decide whether or not to erase it or add it to the collection to be shown to others. If they agree to let you keep their tape then have them sign the release form.

It takes 2 people (hosts) to make LOVE TAPES with participants. These hosts should be friendly and non-judgemental and reassuring with the participants. The hosts will accompany each participant through the entire experience (except while person is alone, recording their tape). The hosts will have seen each tape played back thus will be able to help with the editing of the local LOVE TAPE selection.

At the end of the taping session the stations may put together all or a selection from the LOVE TAPES made. Use each tape in its entirety. It is disastrous to the process to excerpt from the tapes. One programming idea is to show your LOVE TAPES as a Special Sign Off on this Valentine's Day.

Send a 3/4 inch cassette of your LOVE TAPE show to Wendy Clarke to be added to her collection.

COPYRIGHT INFORMATION:

Love Tapes must be made in cooperation with Wendy Clarke, who holds a copyright on the LOVE TAPES title and the Love Tape Kit. Ms. Clarke has agreed to make the title and production information contained in the Love Tape Kit available free of charge for non-profit use only. Producers planning to make Love Tapes should contact Wendy Clarke at (212) 924-4796 for information and consultation.

**Scanned from the Wendy Clarke collection at the
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